



PRESS RELEASE
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Starbreeze brings iNK Stories Virtual Reality experience “HERO” to the 2018 Sundance Film Festival January 18-28

Starbreeze AB, an independent creator publisher and distributor of high quality entertainment products, together with iNK Stories, will premiere the Vérité VR Experience **HERO** as a part of Sundance Institute New Frontier initiative. HERO will be featured during the festival January 18-28 at the Kimball Art Center in Park City, UT.

HERO comes from the award-winning studio iNK Stories that brought us 1979 REVOLUTION: Black Friday. iNK Stories, in partnership with Starbreeze Studios, have created an immersive, large-scale installation that explores humanity in our modern era of civilian warfare. When the world around you is shattered and you hear the cries for help, what do you do? Put on the headset and ask yourself – What does it really mean to be a Hero?

A Verite VR experience, HERO blends interactivity with a Cinema Verite documentary approach to create a groundbreaking immersive experience. Featuring physical sensations of touch, deep and powerful audioscape, vivid environmental effects, and more - HERO gives audiences a full sensory experience. iNK Stories and Starbreeze are excited to premiere this new format of storytelling with the world.

Hero also includes groundbreaking sound design utilizing DTSX object-based audio from Xperi and realized with 30 speakers, subwoofers and advanced playback from QSC. The collaboration with DTS and Starbreeze redefines a location-based VR experience and takes experiential storytelling to a whole new level.

Sundance Institute showcases a curated collection of cutting-edge independent experimental media works by creators who are pushing the artistic development of the new mediums of VR, AR, mixed reality (MR) and AI. The 2018 edition of New Frontier at the Sundance Film Festival offers some of the most innovative independent production and experimentation at the crossroads of film, art and technology that is being created today.

HERO is part of Starbreeze Virtual Reality (VR) experiences produced under its Publishing arm to be produced for future Location Based Initiatives (LBE) in the StarVR Virtual Reality HMD. Each experience aims to push the bar far beyond what’s possible in-home use setups.

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Download the latest Starbreeze press assets here: <http://www.starbreeze.com/presskit>



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About Starbreeze

Starbreeze is an independent creator, publisher and distributor of high-quality entertainment products. With studios in Stockholm, Paris, Los Angeles, Barcelona and Brussels, the company creates games and other virtual reality entertainment products, based on proprietary design and licensed content. Starbreeze most recent games include PAYDAY 2®, VR-shooter John Wick Chronicles, and upcoming survival co-op FPS OVERKILL's The Walking Dead. Under its publishing initiative, Starbreeze has together with Canadian studio Behaviour Digital successfully launched horror thriller Dead by Daylight.

Starbreeze has set out to develop truly immersive virtual reality experiences, by integrating software and hardware in its StarVR® head mounted display, which is produced together with Acer.

For more information, please visit starbreeze.com, overkillsoftware.com

About iNK Stories

iNK Stories is an entertainment company focused on creating visionary stories that elevate, entertain and engage audiences through digital experiences.

With offices in New York City and Los Angeles, iNK's outstanding team led by the distinctive pedigree of founder Navid Khonsari who contributed to the cinematic look and feel for iconic game franchises such as Grand Theft Auto, Max Payne, The Warriors, Alan Wake, Home Front and the highest grossing VR game to date Resident Evil 7: Biohazard.

Our award winning cinematic and interactive projects have garnered top honors from institutions such as BAFTA, Sundance, Tribeca, UNESCO, Academy of Interactive Arts & Sciences (DICE), International Mobile Game Awards, IndieCade plus 2017 Facebook's Game of the Year.

iNK Stories is building the new wave of immersive entertainment across screens; Virtual Reality, Games, Episodic Narrative with partners such as Google, Intel, Star VR, Capcom, VR for Change and Yale University.

For more information, please visit inkstories.com, inkstories.com/HERO